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I, JULIE BILLINGSLEY, TEAM LEADER EXAMINATION SUPPORT AND SALES hereby certify that annexed is a true copy of the Provisional specification in connection with Application No. 2003900153 for a patent by SUPER INTERNET SITE SYSTEM PTY LTD as filed on 15 January 2003.

WITNESS my hand this
Twenty-seventh day of January 2004

J. Billingsley

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PROVISIONAL SPECIFICATION

Invention Title: SPATIAL MARKETING SYSTEM

Applicant: SUPER INTERNET SITE SYSTEM PTY LTD

The invention is described in the following statement:

SPATIAL MARKETING SYSTEM

Field of Invention

- 5 This invention relates to spatial distribution of marketing material. It relates particularly but not exclusively to a method of managing the spatial distribution of marketing material and a method of targeted marketing to individuals and households whose spatial identifier and interest profile corresponds to conditions determined by an advertiser.

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Background of the Invention

- Conventional marketing methods, which entail the distribution of promotional materials, generally involve a haphazard approach in determining the sector of the community to be targeted by a particular promotion. Advertising campaigns that rely on classified advertisements in newspapers and the placement of advertisements in magazines and periodicals are constrained in their geographic extent by predefined distribution routes and channels over which the advertiser has no control.

20

- Undoubtedly, in many cases advertisers inadvertently market goods and services to individuals and households, which do not even reside in the same state or city where the advertised goods and services are offered. Whilst this is not an issue for businesses dealing in products that have universal appeal and are easily and inexpensively dispatched by mail such as books or CDs, it is a major problem for businesses that are inherently reliant on a local client base due to the nature of the goods offered, in the case of a hardware store for example, or because the business provides locally based services such as a take away food outlet.

30

The use of alternative advertising media such as catalogues distributed via mail drops and telemarketing, offers the advertiser a greater degree of control over the geographic extent of the distribution of promotional materials. However, the problem remains, that a large proportion of groups and individuals who are

targeted in the random distribution of marketing materials, have little or no interest in the products or services on offer and are unlikely to turn out to be prospective customers.

- 5 The introduction of the Internet has revolutionised the manner in which business is conducted. The Internet enables users to browse and access information regarding products and services and electronically place orders to purchase the same, without any geographic restrictions. Due to rapid growth in the popularity of the Internet as a means of communication, the use of the Internet as a
10 marketing tool has also gained prevalence.

- The Internet makes it possible to transmit large quantities of information to a large number of people in a short time. These capabilities, combined with the low cost of communications over the Internet, make the Internet an attractive
15 medium for advertisers. Electronic marketing via the Internet provides rapid and economical access to large numbers of prospective customers. However, a notable disadvantage of the Internet is that it does not provide a means for effectively identifying and targeting local customers and therefore does not provide a suitable marketing opportunity for businesses relying on a local
20 customer base for trade.

- Some examples of forms of electronic advertising via the Internet include distribution of unsolicited commercial emails (otherwise known as spam) and pop-up advertisements or website banner advertisements which appear on
25 unrelated websites and usually have a direct link to the advertiser's website. The recipients of such advertising messages are not specifically targeted. In the case of website banner advertising, any individual viewing a particular website will be targeted by the promotion. For Internet users, these forms of unsolicited advertising are a constant source of annoyance and are usually
30 simply ignored. For these reasons, the success rate of electronic marketing in this form is doubtful.

The randomized distribution of promotional material causes a high level of inefficiency at a significant cost to the advertiser. Advertisers are not able to

successfully identify and target those sectors of the community that are most likely to respond to specific promotions. In addition, individuals and households have no influence over the advertising materials that they receive and may become exasperated at the amount of unsolicited junk mail delivered to them.

5

The discussion of the background to the invention included herein is included to explain the context of the invention. This is not to be taken as an admission that any of the material referred to was published, known or part of the common general knowledge as at the priority date of the claims.

10

An object of the present invention is to overcome, alleviate or minimise one or more of the problems present in the prior art.

Summary of the Invention

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According to a first aspect of the present invention, there is provided a method of managing the spatial distribution of marketing material, including the steps of:

- (a) establishing a database recording the names of individuals or households;
- 20 (b) assigning a spatial identifier sourced from information supplied during a registration process to each record;
- (c) optionally accompanying each record by any other relevant information;
- (d) selecting a geographical region for distribution of marketing
- 25 material;
- (e) using a spatial identifier location algorithm to identify the database records with spatial identifiers located within the geographical region; and
- (f) distributing the marketing material to the individuals or households associated with the identified database records.

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In a preferred embodiment of the invention, the method of managing the spatial distribution of marketing material further includes the step of providing incentives for individuals and households to undergo the registration process, the incentives including group rewards, awarded to a group to which an

individual or household belongs, and individual rewards, awarded to an individual or household.

5 In a particularly preferred arrangement, the individual rewards include a personal website provided to a person as part of the registration process.

A group reward may include a financial benefit derived from the introduction of members to the marketing system as subscribers.

10 It is preferred that the relevant additional information includes an interest profile for the individual or household and the distribution of marketing material is restricted to individuals or households whose interest profiles include categories which describe or relate to the goods or services to be advertised.

15 In a further embodiment, individuals or households create a virtual filter by specifying a range of goods and services in relation to which they consent to receiving marketing material.

20 It is further preferred that the marketing material is distributed by any one or more of the following means;

- (a) email;
- (b) post;
- (c) telephone;
- (d) mobile telephone; or
- 25 (e) a systems dedicated message delivery system.

30 It is however envisaged that the promotional material may be distributed to individuals and households located in a specified geographical region or business catchment area in any number of ways including delivery via facsimile message or website banner advertisements.

According to a second embodiment of the present invention, there is provided a method of marketing including the following steps:

(a) organisations maintaining a membership database introduce their members as subscribers to a marketing system in return for a percentage of revenue;

(b) subscribers are offered use of a personal website in exchange for registering, providing a spatial identifier, completing a user profile, and giving consent to receiving advertising material;

(c) advertisers are granted access to a register of subscribers which are categorised according to their spatial identifiers and user profiles;

thereby enabling advertisers to target subscribers whose spatial identifiers and user profiles correspond to criteria predetermined by the advertiser.

In a preferred embodiment of the present invention advertisers restrict the extent of marketing to subscribers whose spatial identifiers fall within a geographical area which is defined by reference to a specified distance from one or more specific geographical points.

Preferably, the marketing material is distributed to subscribers by any one or more of the following means;

(a) email;

(b) post;

(c) telephone;

(d) mobile; or

(e) a systems dedicated message delivery system.

Brief Description of the Drawings

The invention will hereinafter be described in greater detail with reference to the attached drawing, which shows an example of the invention. It is to be understood that the particularity of the drawing does not supersede the generality of the preceding description of the invention.

Figure 1 is a flowchart illustrating how the spatial distribution of marketing material can be managed according to one embodiment of the invention.

Detailed Description

5 An overview of a system according to an embodiment of the invention can be understood by working through the method of managing the spatial distribution of marketing material as illustrated in Figure 1.

10 An organisation which maintains a membership database or similar as part of its operations, promotes the marketing system to their members in exchange for a percentage of revenue raised by the marketing system through advertising. By participating in the program, organisations such as sporting clubs, professional organisations and community groups, are provided with an ongoing sponsorship revenue medium.

15 Members are encouraged to participate in the scheme by the offer of incentives in the form of financial benefits for their professional organisation or local community group, in addition to individual rewards offered to the subscriber upon registration. In order for subscribers to become eligible to receive the designated reward, in addition to providing personal contact details a minimum number of attributes in the interest profile must be elected. Preferably, the
20 incentive offered to the individual or household as a reward for registering as a subscriber to the system, is access to a website development tool enabling the reward recipient to create their own personal website.

25 Once a member chooses to register with the marketing system as a subscriber, the subscriber is prompted to enter personal contact details such as a name, address, email address, telephone number and mobile telephone number. It is envisaged that the registration process and entering of personal contact details takes place via an Internet website.

30 As a requirement of the registration process, the individual or household must supply personal contact details including a physical address. This address is used to derive the spatial identifier which is stored in the database. In one particular type of arrangement, the spatial identifier comprises a set of coordinates, defining a precise point of latitude and longitude where the

individual or household is located. In another type of arrangement, the coordinates may define a three dimensional location.

5 In addition to entering personal contact details, in order to be eligible for an individual reward, the subscriber must complete an interest profile. Completion of the interest profile may be effected by selecting one or more check boxes which correspond to attributes or categories which are of interest to the subscriber. In addition to corresponding to interests of the subscriber, the selected attributes should relate to goods or services in relation to which the
10 subscriber would be prepared to receive promotional information or special offers.

Some examples of interest categories which could be used to build an interest profile for subscribers include but are not limited to:

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- Motor cars
- Restaurants
- Fishing
- Travel
- Computers
- Sport
- Movie offers
- Investment opportunities
- Wine
- Music

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Each interest category may be divided into subcategories that more clearly define the subscriber's interests. For example:

30

- Music
 - Classical
 - Jazz
 - Rock
 - Pop

- o Swing
- o Big band
- o Country
- o Blue grass

5

Once the subscriber is satisfied with the selection of categories and/or subcategories, the interest profile is submitted to the system to be written to the database in association with the subscriber's personal contact details and a corresponding unique spatial identifier. In submitting a profile of personal interests, the subscriber consents to receiving promotional material and special offers relating to his or her interests.

10

It is intended that a subscriber will be able to edit their interest profile at any time, even once the registration process is complete. Editing will preferably take place via an Internet browser connected to the website. The editing facility allows subscribers to amend their profile if they lose interest in a particular type of promotional offer or develop a new interest.

15

The use of the interest profiles to target prospective customers who have interests relating to goods or services offered in a particular promotion, means that subscribers will only receive marketing material which is likely to appeal to them. This reduces the amount of unsolicited "junk mail" that many individuals and households have to deal with.

20

As an incentive for registering as a subscriber to the marketing system, the subscriber is offered a reward. The subscriber does not become eligible to receive the reward unless all pertinent details and a minimum number of attributes for the interest profile have been submitted as part of the registration process. Once the eligibility criteria are fulfilled, the subscriber is provided with access to a website development tool to assist in creation of their own personal website. The website development tool enables the reward recipient to create their own personal website without need for any special skills to build, edit or maintain the website.

25

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Advertisers are provided with access to the stored subscriber database, preferably by means of an Internet browser connected to the website. The advertiser defines a geographical region or business catchment area within which the advertiser proposes to distribute promotional materials relating to a particular product or service. The extent of the geographical region or business catchment area may be defined by reference to a specified distance from one or more specific geographical locations. For example in defining a geographical region or business catchment area for a local pizza shop, distribution of promotional material could be limited to individuals and households located within 5 radial kilometres of the shop.

Once a geographical region within which the promotional material is to be distributed has been defined, a spatial identifier location algorithm is employed to identify database records associated with spatial identifiers that are located within the specified geographical region. The spatial identifier is derived from the physical address of the individual or household which is a compulsory attribute to be provided in the registration process. Examples of spatial identifiers may comprise a set of coordinates, defining a precise point of latitude and longitude where the individual or household is located or a set of coordinates defining a three dimensional location on a grid.

It is envisaged that the spatial identifier location algorithm may perform a variety of functions which can be modified according to user requirements. The various functions are based on mathematical computations. For instance, the spatial identifier location algorithm can be employed to identify database records associated with spatial identifiers which are located within a nominated radial distance of a specified location. For example, the spatial identifier location algorithm could be used to isolate database records associated with a spatial identifier which falls within 10 kilometres of a garden supply centre positioned at a specified location (x,y). Alternatively, the spatial identifier algorithm may be used to identify database records related to a spatial identifier which is located within the nominated radial distance, from any one of one or more specified locations. This variant of the spatial identifier algorithm could be useful, for example, in establishing a distribution route for material promoting one or more

certain franchise outlets within a certain locality. As a further alternative, the spatial identifier algorithm could be used to identify database records linked to a spatial identifier which defines a position within a nominated distance of a specified point in a specified direction. For example, the spatial identifier
5 algorithm could be used to identify database records associated with spatial identifiers which are located within 2 kilometres east of a specified location.

The advertiser is then able to restrict distribution of promotional material to subscribers who reside within the catchment area of the business offering the
10 product or service.

As an extension of this mode of targeted advertising to subscribers, the advertiser can further restrict distribution of promotional material to subscribers whose interest profiles include categories or subcategories, which describe or
15 relate to the goods or services to be advertised. In so doing, the advertiser limits the distribution of promotional material to those subscribers who are most likely to be interested in the goods or services on offer, rendering the marketing process more efficient and cost effective.

20 In directing the distribution of promotional materials in this manner, efficiency and success rate of the promotion is increased considerably since recipients of the advertising material have previously indicated that they are interested in receiving promotional material and special offers in relation to a certain types of goods or services. That is, prospective customers are qualified before
25 marketing materials are distributed to them. As a result, the likelihood of winning recipients over as potential customers is significantly increased. Therefore, advertisers are not wasting money on distributing promotional material to individuals and households that are clearly not within their business catchment area or demographic.

30 The promotional material may be distributed via any one or more modes including email, mail, telephone and mobile telephone but is not limited thereto. Alternative means of distributing promotional material may for example include

messaging the subscriber's website, website banner advertising or facsimile transmission.

- 5 Advertisers pay a fee to the marketing system based on the volume of material distribution to subscribers. A proportion of the revenue raised from advertising fees is distributed amongst the organisations or groups, which have successfully introduced their members to the marketing system and to whom advertising material has been distributed.
- 10 An advertiser also has the option of combining interest profile attributes with an organisation membership. For instance, a Holden Dealer can advertise to subscribers which are interested in a new family motor car and offer members of the Institute of Engineers a discount of \$3000.00. Therefore the marketing system has enabled the advertiser to further qualify prospects by including the
- 15 prerequisite that subscribers targeted by the promotion be members of the Institute of Engineers

- It is to be understood that various additions, alterations and/or modifications may be made to the parts previously described without departing from the ambit
- 20 of the invention.

The claims defining the invention are as follows:

1. A method of managing the spatial distribution of marketing material, including the steps of:

- 5 (a) establishing a database recording the names of individuals or households;
- (b) assigning a spatial identifier sourced from information supplied during a registration process to each record;
- 10 (c) optionally accompanying each record by any other relevant information;
- (d) selecting a geographical region for distribution of marketing material;
- (e) using a spatial identifier location algorithm to identify the database records with spatial identifiers located within the geographical region; and
- 15 (f) distributing the marketing material to the individuals or households associated with the identified database records.

2. A method of managing the spatial distribution of marketing material according to claim 1 further including the step of providing incentives for
20 individuals and households to undergo the registration process, the incentives including group rewards, awarded to a group to which an individual or household belongs, and individual rewards, awarded to an individual or household.

25 3. A method of managing the spatial distribution of marketing material according to claim 2 wherein the individual rewards include a personal website provided to a person as part of the registration process.

30 4. A method of managing the spatial distribution of marketing material according to any one of claims 1 to 3 wherein relevant additional information includes an interest profile for the individual or household and the distribution of marketing material is restricted to individuals or households whose interest profiles include categories which describe or relate to the goods or services to be advertised.

5. A method of managing the spatial distribution of marketing material according to any one of claims 1 to 4 wherein individuals or households create a virtual filter by specifying a range of goods and services in relation to which they consent to receiving marketing material.

6. A method of managing the spatial distribution of marketing material according to any one of claims 1 to 5 wherein the marketing material is distributed by any one or more of the following means:

- (a) email;
- (b) post;
- (c) telephone;
- (d) mobile telephone; or
- (e) a systems dedicated message delivery system.

7. A method of marketing including the following steps:

- (a) organisations maintaining a membership database introduce their members as subscribers to a marketing system in return for a percentage of revenue;
 - (b) subscribers are offered use of a personal website in exchange for registering, providing a spatial identifier, completing a user profile, and giving consent to receiving advertising material;
 - (c) advertisers are granted access to a register of subscribers which are categorised according to their spatial identifiers and user profiles;
- thereby enabling advertisers to target subscribers whose spatial identifiers and user profiles correspond to criteria predetermined by the advertiser.

8. A method of marketing according to claim 7 wherein advertisers restrict the extent of marketing to subscribers whose spatial identifiers fall within a geographical area which is defined by reference to a specified distance from one or more specific geographical points.

9. A method of marketing according to claim 7 or 8 wherein the marketing material is distributed to subscribers by any one or more of the following means:

- (a) email;
- (b) post;
- (c) telephone;
- (d) mobile telephone; or
- (e) a systems dedicated message delivery system.

10 Dated: 15 January 2003

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Abstract

A method of managing the spatial distribution of marketing material, including the steps of: (a) establishing a database recording the names of individuals or households; (b) assigning a spatial identifier sourced from information supplied during a registration process to each record; (c) optionally accompanying each record by any other relevant information; (d) selecting a geographical region for distribution of marketing material; (e) using a spatial identifier location algorithm to identify the database records with spatial identifiers located within the geographical region; and (f) distributing the marketing material to the individuals or households associated with the identified database records.

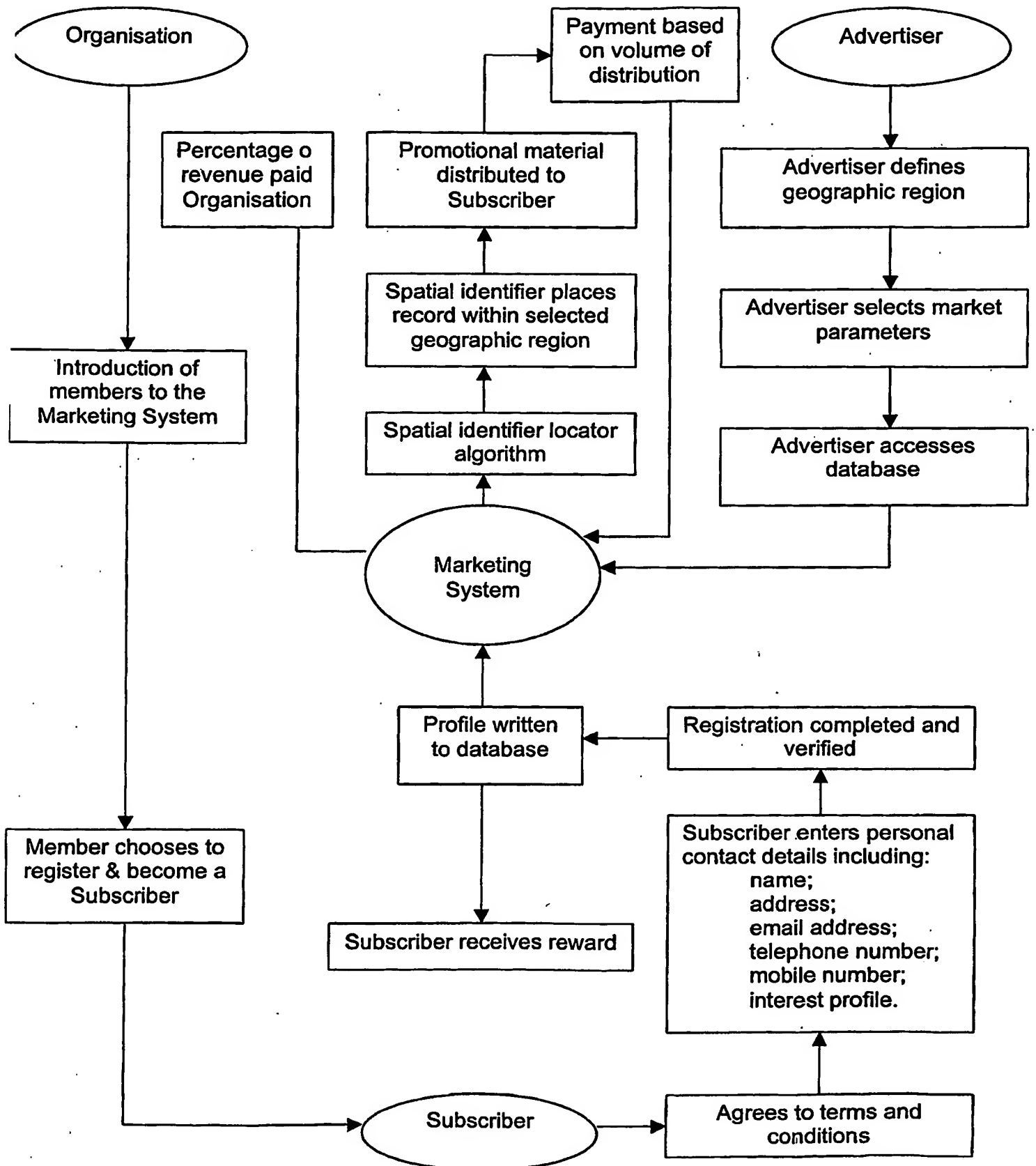


Figure 1.